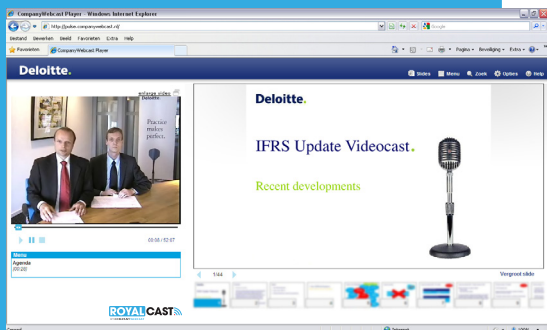


# POWERFUL AND INTERACTIVE WEBCAST PLATFORM FOR ALL YOUR INTERNAL COMMUNICATION

INFORM YOUR STAFF USING THIS EFFICIENT AND EFFECTIVE CHANNEL



*Shell informs her global management team.*



*Deloitte provides accountants updates.*

## WHAT IS WEBCASTING?

Webcasting allows you to harness the power of video and PowerPoint slides to have, for example, your target group follow a live presentation from your CEO or Director. If you wish, viewers can also participate interactively in the Webcast. Naturally the Webcast is also available on demand straight afterwards, which means that you can reach your target group both Live and On Demand on PC, laptop and mobile devices. Time and location are no longer important.

The fact that the video can be enriched with options such as PowerPoint slides, polls, tests and the option of allowing the viewer to ask questions, enables you to add interactivity. Thanks to easy-to-read statistical overviews, you are given a clear picture for each Webcast of the number of viewers, who viewed it, for how long and when.

As a Communications and/or HR Manager you are responsible within your organization for informing the company's management and staff. An increasing number of organization's are realizing that good, decisive internal communication is a factor in the organization's success.

Nowadays it is more and more problematic to get a group of managers and/or staff together at a certain time and place to have them attend an information meeting. Particularly if they are spread throughout the Netherlands and/or the rest of the world. Furthermore, a physical meeting entails a large number of inactive hours and a great deal of expense, such as travel and accommodation costs.

With an innovative Webcast through the RoyalCast Webcast platform from Company Webcast, you will have a cost-effective, powerful and interactive tool with which to inform your staff. For example you could have people follow your pension meetings, quarterly meetings and or/other meetings directly and after the fact over the Internet. The use of Webcasting will enable you to involve your staff more in what is going on within the organization and to safeguard, share and (re)use relevant knowledge or experience.

As such, Webcasting is the way to inform your staff.



## WHAT DOES COMPANY WEBCAST OFFER?

Broadly speaking, Company Webcast offers you two scenarios. Of course options in-between are also possible. The options are basically as follows:

### SCENARIO 1: PRODUCE INDEPENDENTLY AND UNLIMITED WEBCASTS IN A FEW STEPS.

Our RoyalCast Webcast platform enables you to choose to produce Webcasts extremely easily, independently and without restrictions and to distribute these to your target group. You can decide for yourself when, how often and from where you want to Webcast.

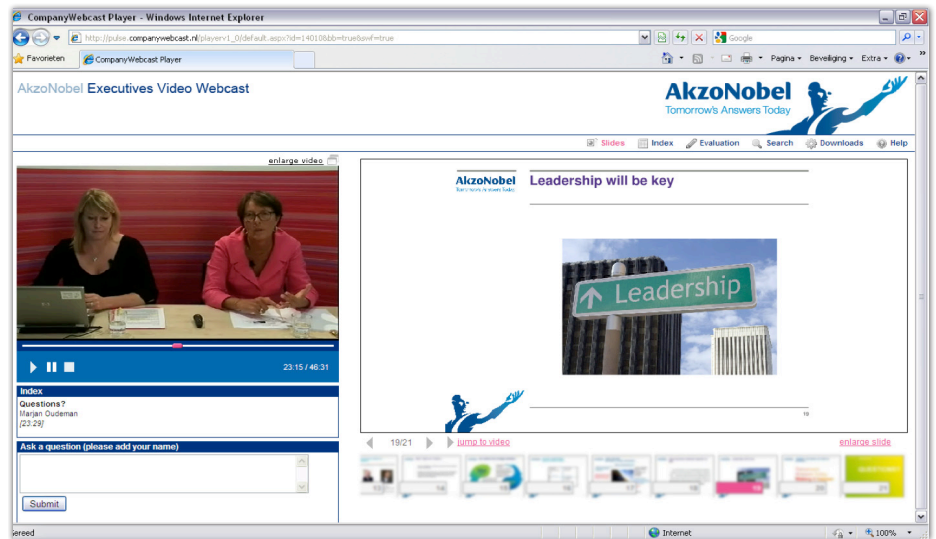
RoyalCast is a unique and advanced 'Plug & Play' Webcast platform that is based on our 'One to Many' philosophy. After the Webcast Encoder has been installed and connected to the audiovisual equipment and you have followed a short training session, you will be able to get going immediately with the Online RoyalCast Manager. If you already have cameras or audio systems, then RoyalCast can be connected up to these extremely easily. If you do not have your own audiovisual equipment, we can supply you with this too.

### SCENARIO 2: FULL SERVICE WEBCAST.

If you go for a Full Service Webcast, then we take the entire Webcast production process off your hands and provide you with a high-quality Webcast. This allows you to use our Full Service Webcast service at any given location. This service also makes use of the RoyalCast Webcast platform developed in-house by Company Webcast. From the perspective of our portfolio we also offer video production under the rubric of 'Production Services'.

Please do not hesitate to contact us for a personalized quotation!

We are also the right company if you would like to Webcast a meeting abroad. We work throughout the world and regularly take care of Webcasts in such countries as England, Belgium, Germany and the United States.



AkzoNobel uses Webcasting in order to inform its management worldwide.

## YOU CAN ALSO USE WEBCASTING FOR YOUR COMMUNICATION IN RELATION TO:

- ✓ Reorganizations
- ✓ Management updates
- ✓ Crisis communication
- ✓ CEO announcements and/or interviews
- ✓ Corporate results
- ✓ Staff policy such as information on Pensions

## AN INTERACTIVE WEBCAST...

- ✓ Will enable you to use your internal communication with management and staff in a very targeted way.
- ✓ Will hugely increase your reach and impact.
- ✓ Will allow your target group to decide for themselves when they watch.
- ✓ Will provide you with interactive modules.
- ✓ Will give you extensive management information for each Webcast and for each viewer.
- ✓ Will allow you to reach your target group Live and On Demand using the Internet and mobile phones.
- ✓ Means you will have our proven technology in-house, just like hundreds of other organizations.
- ✓ Will allow you to save time and money on travel and accommodation expenses for your organization.
- ✓ Will allow you to reduce the number of inactive hours of your management and staff.
- ✓ Will enable you to fulfil your policy with regard to sustainability and flexible and home working.

## ROYALCAST® IS A PRODUCT OF COMPANY WEBCAST

RoyalCast is the Webcast platform of Company Webcast. RoyalCast is a unique Webcasting platform and offers 'Plug & Play' Webcast solutions for both the viewer and the user. Choosing RoyalCast means choosing quality, professionalism and security.

## ABOUT COMPANY WEBCAST

Company Webcast specializes in Webcasting and thanks to our customers, partners and user-friendly solution we are market leader within the Benelux region. Our customers use Webcasting for things such as Investor Relations, Corporate Communication, Internal Communication, Marketing Communication and refresher training (accredited or otherwise). From our office in the Rivium near Rotterdam, we are active worldwide for more than 200 organizations such as Heineken, Shell, AkzoNobel, AEGON, AstraZeneca, the Province of South Holland and Exact.

For further information, please refer to our website.

## COMPANY WEBCAST

Phone: + 31 (0)10 – 28 29 500  
info@companyWebcast.com  
www.companyWebcast.com

**POSTAL ADDRESS**  
Postbus 4461  
3006 AL Rotterdam  
The Netherlands

**VISITATION ADDRESS**  
Crystal Building B  
Rivium Boulevard 220  
2909 LK Capelle Aan Den IJssel  
The Netherlands